

Amendment to the Claims:

The listing of claims replaces all prior versions of the claims.

1. (currently amended) A method for processing a short message service (SMS) message comprising

embedding a value-added ~~directive- field~~ field in the SMS message by the ~~an~~ originator of the SMS message, the ~~directive- field~~ being indicative of a value-added service requested by the originator, and

~~implementing- instantiating~~ the value-added service based upon the directive from the combination of the field supplied by the originator and originator-specific data pre-stored in an originator database.

2. (currently amended) The method as recited in claim 1 wherein the ~~implementing instantiating~~ includes generating a value-added SMS message based upon the requested value-added service.

3. (original) The method as recited in claim 1 further including recording information about the value-added service.

4. (currently amended) The method as recited in claim 1 wherein the SMS message includes a destination and the ~~implementing- instantiating~~ includes modifying the SMS message in accordance with the value-added service and then sending the modified SMS message to the destination.

5. (currently amended) The method as recited in claim 1 wherein the originator is identified by a member identifier, the ~~directive- field~~ associates the member identifier with information about the member stored in ~~a- the~~ database, and the ~~implementing~~ instantiating includes substituting information about the member into the SMS message based upon the ~~directive- field~~ and with reference to the database.

6. (currently amended) The method as recited in claim 1 wherein the ~~directive field~~ relates to a teleconference and includes telephone numbers or member identifiers of participants and ~~further the implementing includes-~~ including initiating a teleconference call to each of the participants.

7. (currently amended) A method for processing a short message service (SMS) message comprising

embedding a value-added ~~directive- field~~ in the SMS message by ~~the- an~~ originator of the SMS message, the ~~directive- field~~ being indicative of a value-added service requested by the originator and wherein the value-added service is instantiated from the combination of the field as supplied by the originator and originator-specific data pre-stored in an originator database,

processing the ~~directive field~~ to instantiate the value-added service, and implementing the value-added service based upon the processed ~~directive field~~ in the SMS message and the originator-specific data in the database.

8. (currently amended) The method as recited in claim 7 wherein the processing includes extracting the ~~directive-~~ field from the SMS message and converting the ~~directive-~~ field into a format suitable for efficient processing.

9. (original) The method as recited in claim 7 further including recording information about the value-added service.

10. (original) The method as recited in claim 7 wherein the SMS message includes a destination and the implementing includes modifying the SMS message in accordance with the value-added service and then sending the modified SMS message to the destination.

11. (currently amended) The method as recited in claim 7 wherein the originator is identified by a member identifier, the ~~directive-~~ field associates the member identifier with information about the member stored in a ~~a-~~ the database, and the implementing includes substituting information about the member into the SMS message based upon the ~~directive-~~ field and with reference to the database.

12. (currently amended) The method as recited in claim 7 wherein the ~~directive~~ field relates to a teleconference and includes telephone numbers or member identifiers of participants and the implementing includes initiating a teleconference call to each of the participants.

13. (currently amended) The method as recited in claim 7 wherein the ~~directive~~ field is a tele-message and includes information relating to a destination and an appointed time of the tele-message and the implementing includes sending the tele-message to the destination at the appointed time.

134. (currently amended) A method for establishing a teleconference via a short message service (SMS) message comprising

embedding a teleconference ~~directive-~~ field in the SMS message by the ~~an~~ initiator of the teleconference, and

~~implementing-~~ instantiating the teleconference ~~based-upon the teleconference-directive~~ from the combination of the field as supplied by the initiator and initiator-specific data pre-stored in an initiator database.

1[[4]]5. (currently amended) A system for processing a short message service (SMS) message comprising

means for embedding a value-added ~~directive-~~ field in the SMS message by the originator of the SMS message, the ~~directive-~~ field being indicative of a value-added service requested by the ~~an~~ originator, and

means for ~~implementing-~~ instantiating the value-added service ~~based-upon the directive~~ from the combination of the field as supplied by the originator and originator-specific data pre-stored in an originator database.

156. (currently amended) A system for delivering a short message service (SMS) message transmitted over a channel and having an embedded value-added-directive field, the system comprising

an input gateway for detecting the SMS message on the channel,

a database for pre-storing data associated with an originator of the SMS message,

a format converter, responsive to the gateway, for extracting the directive field and for re-formatting the directive field,

a processor, responsive to the format converter, for performing specialized value-added data processing functions to modify the SMS message based upon the value-added-directive field and the database, and

an output gateway, responsive to the SMS processor, for reconverting the modified SMS message to a form suitable for delivery and for transmitting the modified SMS message onto the channel.

167. (currently amended) The system as recited in claim 156 wherein the processor includes a SMS processor for adding routing information to the SMS message.

178. (currently amended) The system as recited in claim 156 wherein the processor includes a memory for recording information about the value-added data processing functions performed.

189. (currently amended) A system for initiating a teleconference via a short message service (SMS) message comprising

means for embedding a teleconference ~~directive~~ field in the SMS message

by the initiator of the teleconference, and

a teleconference bridge for establishing the teleconference based upon information in the teleconference-~~directive~~ field.